

SEO Keywords

SEO: SEO stands for "search engine optimization." It's the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

White hat SEO: refers to SEO techniques, best practices, and strategies that abide by search engine rules, its primary focus to provide more value to people.

Black hat SEO: techniques and strategies that attempt to spam/fool search engines. While black hat SEO can work, it puts websites at tremendous risk of being penalized and/or de-indexed (removed from search results) and has ethical implications.

SEO Keywords (cont)

Crawling and indexing: search engines are answer machines. They scour billions of pieces of content and evaluate thousands of factors to determine which content is most likely to answer your query. Search engines do all of this by discovering and cataloguing all available content on the Internet (web pages, PDFs, images, videos, etc).

Backlinks/Inbound links: are links from other websites that point to your website.

Internal links: are links on your own site that point to your other pages (on the same site).

Backlink



Internal Link



Common User Intent Types

- Informational:** Searching for information. "What is the best type of laptop for photography?"
- Navigational:** Searching for a specific website. "Apple"
- Transactional:** Searching to buy something. "good deals on MacBook Pros"

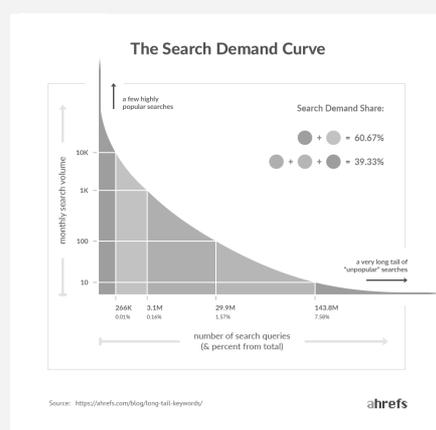
What Do Search Engines Want?

To provide useful answers to searcher's questions in the most helpful formats.

7 Keyword Research Tips

- 1. Know your audience:** You need to understand who you are optimizing for.

The Search Demand Curve



Your Job As An SEO

Is to quickly provide users with the content they desire in the format in which they desire it.

7 Keyword Research Tips (cont)

2. **Target longtail keyword phrases:** It's also important that **marketers choose keywords** that are **specific** to their **particular markets**, also known as "longtail" keyword phrases. For instance, the term "*training*" alone could refer to **anything from sports training to dog training**, not exactly a niche audience.

3. **Use different variations:** There are lots of **keyword research tools** out there designed to help marketers **select effective keywords**, and many of them are 100% free.

4. **Identify areas of opportunity:** A great free keyword tool is the **Google Adwords Keyword Tool**. Used for **AdWords pay-per-click campaigns**, it can also be an excellent asset for **organic search**. By plugging in various phrases in the search field, marketers can **analyze search volumes** and **identify** which keywords represent the **best opportunities**.

7 Keyword Research Tips (cont)

5. **Let keywords drive the content process:** Once a **keyword list** has been created, marketers can **review** it to identify opportunities for **fresh content ideas**.

6. **Use different keywords:** There's **more than one way** to get a singular point across.

7. **Leverage traffic analytics:** By **analyzing traffic trends**, marketers can **identify which types** of keywords are **driving visitors to their site**, and build on those trends with future content.

Advanced Metrics

Clicks: shows the **average monthly number of clicks** on the **search results** for your **target keyword**.

Clicks Per Search: shows **how many different search results** people click, on average, after searching for this keyword.

% of Clicks: shows **what percentage of searches** for a **given keyword** result in clicks on the search results.

% of Paid Clicks vs Organic Clicks: shows **how clicks on the search results** are distributed **between paid and organic results**.

Advanced Metrics (cont)

Bounce Rate: the **percentage of website visitors** who **leave** without visiting another page on that website.

Click-Through Rate (CTR): the **rate (expressed in a percentage)** at which users **click on an organic search result**.

Conversion: when a **user completes a desired action** on a website.

Conversion Rate: the **rate (expressed in a percentage)** at which website users **complete a desired action**. This is calculated by **dividing the total number of conversions by traffic**, then **multiplying by 100**.

Domain: a **website address** – typically ending in an extension like .com, .org, or .net.

HTML: **Hypertext Markup Language**. HTML tags are specific code elements that can be used to **improve the effectiveness** of SEO for webpages and websites.

Landing Page: any webpage that a visitor can **navigate to**.



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Advanced Metrics (cont)

Lead: a lead **willingly shares** their email address (and usually other personal or contact information) in **exchange** for something they deem of **value** from the website.

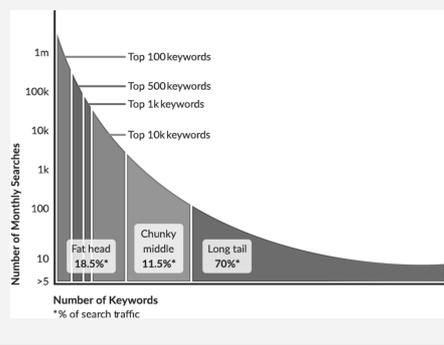
Link Building: a **process** designed to get **other trusted and relevant websites** to **link to your website** to help **improve your organic search rank and visibility**.

Long-Tail Keyword: highly **specific multiple-word terms** that often demonstrate higher purchase intent.

Relevance: the way search engines **measure how closely connected the content** of a webpage is aligned to match the context of a search query.

Return on Investment (ROI): a way **to measure the performance** of SEO activities. This is calculated by **dividing how much revenue you earned via organic search** by the **cost of the total investment**, then **multiplying by 100**.

Keyword Structure



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